

# Project Design Phase – II

## Customer Journey Map

### This is the journey of a Swimming Pool Drowning Detection System

What are their key goals and needs?

TO BE ABLE  
TO DETECT  
DROWNING  
SUBJECT

TO PROVIDE  
SAFETY  
MEASURES  
FOR  
CUSTOMERS

What do they struggle with most?

DETERMINING POTENTIAL  
DROWNING SUBJECTS

PROPER  
RESPONSE TO  
EMERGENCIES

What tasks do they have?

TO KEEP  
CUSTOMER'S  
SAFETY IN  
CHECK

ALERT  
LIFEGUARDS  
IN CASE OF  
EMERGENCY

RESPONDING  
TO  
EMERGENCIES

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	RESCUE THE DROWNING SUBJECT IN THE SWIMMING POOL	COMPLETE INSTRUCTIONS ABOUT DROWNING MEDICAL CONDITIONS ABOUT SWIMMERS TAKING CARE NEAR SWIMMING POOL	IN ASSISTING THE LIFEGUARD TO RESCUE SWIMMERS IMMEDIATE ACTION AS TAKEN FOR RECOVERY DROWNING WILL BE DETECTED BASED ON THE SWIMMER'S POSITION	DETECTION WITH HIGH ACCURACY AND USER FRIENDLY IT IS AN ADDITIONAL LAYER OF SECURITY TO AVOID THE FEAR OF SWIMMING
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	TO NOTIFY ABOUT THE ACCIDENT TO KNOW THE EXACT POSITION OF THE SWIMMER	TO HELP ME INSTALLING DROWNING DETECTION SYSTEM TO CHECK THE VISUAL BASE MONITOR TO REDUCE THE DROWNING ISSUES	TO KNOW THE FEATURES OF THE SYSTEM SOFTWARE TO AVOID THE FEAR OF SWIMMING TO KNOW THE FURTHER PROCESSING OF MONITORING	TO IDENTIFY DROWNING SUBJECT TO INSTRUCT AN ALARM IN CASE OF EMERGENCY
Touchpoint What part of the service do they interact with?	TOTAL INFORMATION ABOUT THE DROWNING	INSTALLING THE CAMERAS ALARM SETUP INDICATION OF LIGHTS	RATIO OF DROWNING DEATH CAN BE REDUCED TO PREDICT THE FINAL DETECTION PROCESS USING VIDEO MONITOR LIFEGUARD WILL BE ALERTED VIA WEB APPLICATION	DETECTION SYSTEM IS MORE RELIABLE CUSTOMER SAFETY CAN BE KEPT IN CHECK
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😬	😬	😬	😬
Backstage				
Opportunities What could we improve or introduce?	INTRODUCE DROWNING DETECTION SYSTEM	IMPROVE THE ACCURACY OF THE DETECTION SYSTEM	SWIMMER'S POSITION PROVIDED FOR BETTER ACCURACY	INCREASE SAFETY OF CUSTOMERS
Process ownership Who is in the lead on this?	SWIMMING POOL OWNERS	SWIMMING POOL OWNERS	SWIMMING POOL OWNERS AND LIFEGUARDS	SWIMMERS AND LIFEGUARDS

What changes for them?

### Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

DETECT POTENTIAL DROWNING SUBJECTS  
PROVIDE SAFETY MEASURES FOR CUSTOMERS  
INSTANT RESPONSE IN CASE OF EMERGENCY

What can they finally avoid doing?

DETERMINE PARTIALLY DROWNED SUBJECTS  
QUICKER RESPONSE IN CASE OF EMERGENCIES  
ALERTS LIFEGUARDS IN CASE OF EMERGENCY

What changed in my environment?

PEOPLE FEEL SAFER IN SWIMMING POOL  
SAFETY IS KEPT IN CHECK  
RESPONDING TO EMERGENCIES IS QUICKER